

SCOTTISH GROCER FEATURE SYNOPSIS

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SPORTS AND NUTRITION FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday January 6th, 2020**

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information (for example market share, market trends and details of brand activity)*
- *It's always very useful to receive images - 300 dpi if possible. Good images include product shots, pictures of people quoted in the copy, and pictures of advertising and marketing activity*
- *And please feel free to provide anything else you think is relevant*

Health and well-being have become key purchase drivers in recent years as consumers show increasing concern for what they eat. The range of sports and nutrition products available today would make an 80s gym bunny blush - but all that choice can be overwhelming. In this feature we'll look at how retailers can stock a sports and nutrition range that's right for their store and ask brands what they think convenience stores can do to make the most of demand for sports and nutrition products. We'd welcome comments on the following:

- What health and well-being products are performing well in convenience at the moment? Protein/recovery products?
- What ranging advice can you offer retailers who may not know much about sports and nutrition products? What categories/supplements etc. would you describe as 'must stocks'?
- What formats for sports and nutrition products perform well in convenience? Tubs? Sachets? Drinks?
- What sports and nutrition shopper missions should convenience retailers be aware of? (Before gym? Recovery?) How can retailers best tap into demand from these shopper missions?
- Where should retailers locate sports and nutrition products in store? How should retailers merchandise sports and nutrition products?

- Do you have any NPD/campaigns you would like to shout about?